## IN THE CLAIMS:

Please cancel claims 6, 12, 14, 15 and 16, without prejudice.

Please amend claims 1, 3-5, 7, 9 and 13 as follows:

--1. (Twice Amended) An information retrieval method, comprising the steps of:

forming a specific user's own specific user model based on general user selection taste data comprising classification items and information contents on the basis of a general user group classified according to a user attribute and/or the state of information utilization, and based on the basic information selection taste data of said specific user;

registering said specific user model formed for each of plural users so as to correspond to respective users;

retrieving the information suiting one or more specific user model(s) based on said one or more specific user model(s) among a plurality of specific user models; and

forming a group user model on the basis of said plurality of specific user models and retrieving information based on the group user model, wherein said group user model is formed by a user-selectable maximum value mode, minimum value mode or average value mode in which an end user selects between a maximum value, minimum value or average value, respectively, of said plurality of specific user models.--

--3. (Twice Amended) The information retrieval method according to claim 1, further comprising the step of storing said group user model at an end user equipment, and displaying a program menu at the end user equipment in a prioritized format according to the group user model stored at the end user equipment in accordance with a request from a user to retrieve said program menu.--

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--4. (Twice Amended) The information retrieval method according to claim 1, wherein when said maximum value mode is selected, a genre having the highest degree of taste is continually selected from among a plurality of genres constituting the group user model and liked by each specific user of the group.--

--5. (Twice Amended) The information retrieval method according to claim 1, wherein when said minimum value mode is selected, at least the genre having at least the lowest degree of taste is continually selected from among the genres constituting the group user model and liked by each specific user.--

--7. (Twice Amended) An information retrieval apparatus, comprising:

storing means for storing general user selection taste data comprising classification items and information contents on the basis of a general user group classified according to a user attribute and/or the state of information utilization;

specific user model forming means for forming a specific user's own specific user model based on said general user selection taste data read out from said storing means and basic information selection taste data of said specific user;

registering means for registering said specific user model formed for each of plural users so as to correspond to respective users, whereby a plurality of specific user models are registered;

group user model forming means for forming a group user model on the basis of said plurality of specific user models registered by said registering means, wherein said group user model is formed by a user-selectable maximum value mode, minimum value mode or

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average value mode in which a user selects a maximum value, minimum value or average value,

respectively, of said plurality of specific user models; and

retrieving means for retrieving information based on the group user model.--

--9. (Twice Amended) The information retrieval apparatus according to claim 7, wherein:

said information retrieval apparatus comprises group user model storing means, at

common end user equipment, for storing said group user model; and

said group user model is read out from said group user model storing means in

accordance with a request from a user to retrieve said information.--

--13. (Amended) An information retrieval method, comprising the steps of:

forming a specific user model for a specific user based at least upon the specific

user's own selection data;

registering said specific user model formed for each of plural users, whereby a

plurality of specific user models are registered and correspond to respective users; and

forming a group user model on the basis of said plurality of specific user models

and retrieving information based on the group user model;

wherein said group user model is formed by a user-selectable maximum value

mode, minimum value mode or average value mode in which an end user selects between a

maximum value, minimum value or average value, respectively, of said plurality of specific user

models.--

Please add the following new claims 17-28:

--17. (New) The information retrieval method according to claim 1 wherein said group user model is formed exclusively on the basis of a plurality of specific user models formed for users of a common end user equipment of a household.--

--18. (New) The information retrieval method according to claim 17 wherein said common end user equipment is television equipment.--

--19. (New) The information retrieval method according to claim 3 wherein said program menu is an electronic program guide (EPG) which is displayed in said prioritized format via rearrangement of menu contents of the EPG in accordance with a genre priority order according to said selected group user model.--

--20. (New) The information retrieval method according to claim 3 wherein said program menu is an electronic program guide (EPG) which is displayed in said prioritized format via display of selected menu contents of the EPG in a differentiating manner with respect to non-selected menu contents displayed on a common screen, said selected menu contents being selected in accordance with said group user model.--

--21. (New) A method for recommending one or more video programs meeting a group user preference, comprising:

enabling each user of a group of users of common end user equipment to input video program preference data;

processing the inputted program preference data to create a specific user model

for each user in the group;

forming a group user model on the basis of said plurality of specific user models;

storing said formed group user model in a group user's preference database;

receiving program guide information;

determining one or more programs which may be of interest to a group user by

use of said group user's preference database and said program guide information;

generating a display signal representing a prioritized screen which includes a list

of said determined programs; and

selecting, via said user interface, a program from said displayed list for viewing.--

--22. (New) The method according to claim 21 wherein said group user model is formed

on the basis of said plurality of specific user models formed for users of said common end user

equipment of a household.--

--23. (New) The method according to claim 21 wherein said prioritized screen contains

information of an electronic program guide (EPG), said information being displayed prioritized

via rearrangement of menu contents of the EPG in accordance with a genre priority order

according to said group user model.--

--24. (New) The method according to claim 21 wherein said prioritized screen contains

information of an electronic program guide (EPG), said information being displayed prioritized

via display of selected menu contents of the EPG in a differentiating manner with respect to

displayed non-selected menu contents on the screen, said selected menu contents being

determined in accordance with said group user model.--

--25. (New) Apparatus for recommending one or more video programs meeting a group

user preference, comprising:

a user interface for enabling each user of a group of users of common end user

equipment to input video program preference data;

a processing unit for creating a specific user model for each user in the group;

a group user model forming part for forming a group user model on the basis of

said plurality of specific user models;

a group user's preference database for storing said formed group user model;

a determination part for determining one or more programs which may be of

interest to a group user by use of said group user's preference database and program guide

information; and

a display processor for generating a display signal representing a prioritized

screen which includes a list of said determined programs;

wherein said user interface enables said group user to select a program from said

displayed list for viewing.--

--26. (New) The apparatus according to claim 25 wherein said group user model is

formed on the basis of said plurality of specific user models formed for users of said common

end user equipment of a household.--

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